

Message Text

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51

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 SCI-01 /015 W

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R 121247Z JUN 74

FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO SECSTATE WASHDC 9769

AMEMBASSY VIENNA

AMEMBASSY WARSAW

USIA WASHDC

UNCLAS MOSCOW 9020

USDO FOR BEWT/RICE BIC/THOMAS FROM BLOW

USIA FOR IBS/PS

E.O. 11652: NA

TAGS: BEXP UR

SUBJ: HEALTH 74 PRELIMINARY CLOSING REPORT

1. MFALTHOQR CAME TO SUCCESSFUL CONCLUSION AT 2000
HRS ON MONDAY, JUNE 10, 1974.

2. LAST FEW DAYS OF EXHIBITION WERE HIGHLIGHTED BY
ENORMOUS CROWDS AND NUMEROUS VIPS. D.D. VENEDIKTOV, USSR
DEPUTY MINISTER OF HEALTH, E.A. BABAYAN, CHIEF OF
DEPARTMENT, MINISTRY OF HEALTH, V.A. PORFIRIEV, DIRECTOR
OF COMMERCIAL CENTER WERE AMONG THOSE WHO VISITED THE USA PAVILION
DURING CLOSING HOURS.

3. SEVERAL EXHIBITORS HAVE COMPLETED CONTRACT
NEGOTIATIONS AT THIS DATE IT LOOKS LIKE FLOOR SALES
OF BETTER THAN 700,000 US DLRS WITH CONSERVATIVE 12
MONTH FORECAST OF AT LEAST 8 MILLION US DLRS. MOST
CONTRACTS ARE UNDER NEGOTIATION NOW, WITH CONCLUSION
HOPEFULLY BY FRIDAY. DMA WILL SEND FORMAL FINAL
CLOSING CABLE BY COB FRIDAY JUNE 14.

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4. WE HAVE MISSED SOME BUSINESS DUE TO EARLY DEPARTURE

BY AMERICAN EXHIBITORS. PLEASE INSIST THAT ALL EXHIBITORS
IN POLYMERY 74 ARRANGE THEIR SCHEDULE TO REMAIN AT
LEAST 5 WORKING DAYS FOLLOWING CLOSE OF EXHIBITION.
SEVERAL PARTICIPANTS IN HEALTH 74 TOOK OFF FOR HOME
AND OR LENINGRAD AS SOON AS EXHIBITION CLOSED, LEAVING
F.T.O. BUYERS SCRATCHING THEIR HEADS AS TO DEGREE OF
SINCERITY OF AMERICAN BUSINESSMEN. ONE FIRM LEFT
DMA A NOTE OF INSTRUCTIONS TO NEGOTIATE FOR FIRM. THIS
IS IMPOSSIBLE AND AGAINST THE LAW. FINAL REPORT WILL
EXPLAIN IN DETAIL.

5. IN GENERAL EXHIBITORS ARE PLEASED WITH HEALTH 74;
NOT ONLY PLEASED WITH THE RECORD NUMBER OF VISITORS, BUT
WITH THE QUALITY OF VISITOR AND THE DEGREE OF INTEREST
SHOWN IN AMERICAN MEDICAL EQUIPMENT. SALES RESULTS
WILL PROVE MUCH HIGHER THAN AUTOSERVICE 73, BUT NOT THE
RECORD ESTABLISHED AT STANKI 74. STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MOSCOW09020
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740151-0977
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740653/aaaabsuy.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUL 2002 by phillir0>; APPROVED <18 JUL 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: HEALTH 74 PRELIMINARY CLOSING REPORT
TAGS: BEXP, UR
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005